

# GenerationRx

Preventing the Misuse and Abuse  
of Prescription Medications

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October 11, 2012



# Cardinal who?

Headquartered in Dublin, Ohio, Cardinal Health, Inc. (NYSE: CAH) is a \$108 billion [healthcare services company](#) that improves the cost-effectiveness of health care. As the business behind health care, Cardinal Health helps [pharmacies](#), [hospitals](#), [ambulatory surgery centers](#) and [physician offices](#) focus on patient care while [reducing costs, enhancing efficiency and improving quality](#). Cardinal Health is an essential link in the health care supply chain, providing [pharmaceuticals](#) and [medical products](#) to more than 60,000 locations each day. The company is also a leading manufacturer of medical and surgical products, including [gloves](#), [surgical apparel](#) and [fluid management](#) products. In addition, the company supports the growing diagnostic industry by supplying medical products to [clinical laboratories](#) and operating the nation's largest [network of radiopharmacies](#) that dispense products to aid in the early diagnosis and treatment of disease. Ranked #21 on the Fortune 500, Cardinal Health [employs more than 30,000 people](#) worldwide.

# Cardinal Health Foundation: Giving with Purpose

***Essential to Healthcare:*** Patient safety, Operational Excellence, OR efficiencies and improvements, medication adherence, healthcare best practices and thought leadership, Rx abuse/misuse prevention programs, healthcare quality

***Essential to Community:*** Rx abuse/misuse prevention programs, health and wellness, employee grants and matching, employee scholarship fund

***Production Donations***

# Why does Cardinal Health care?

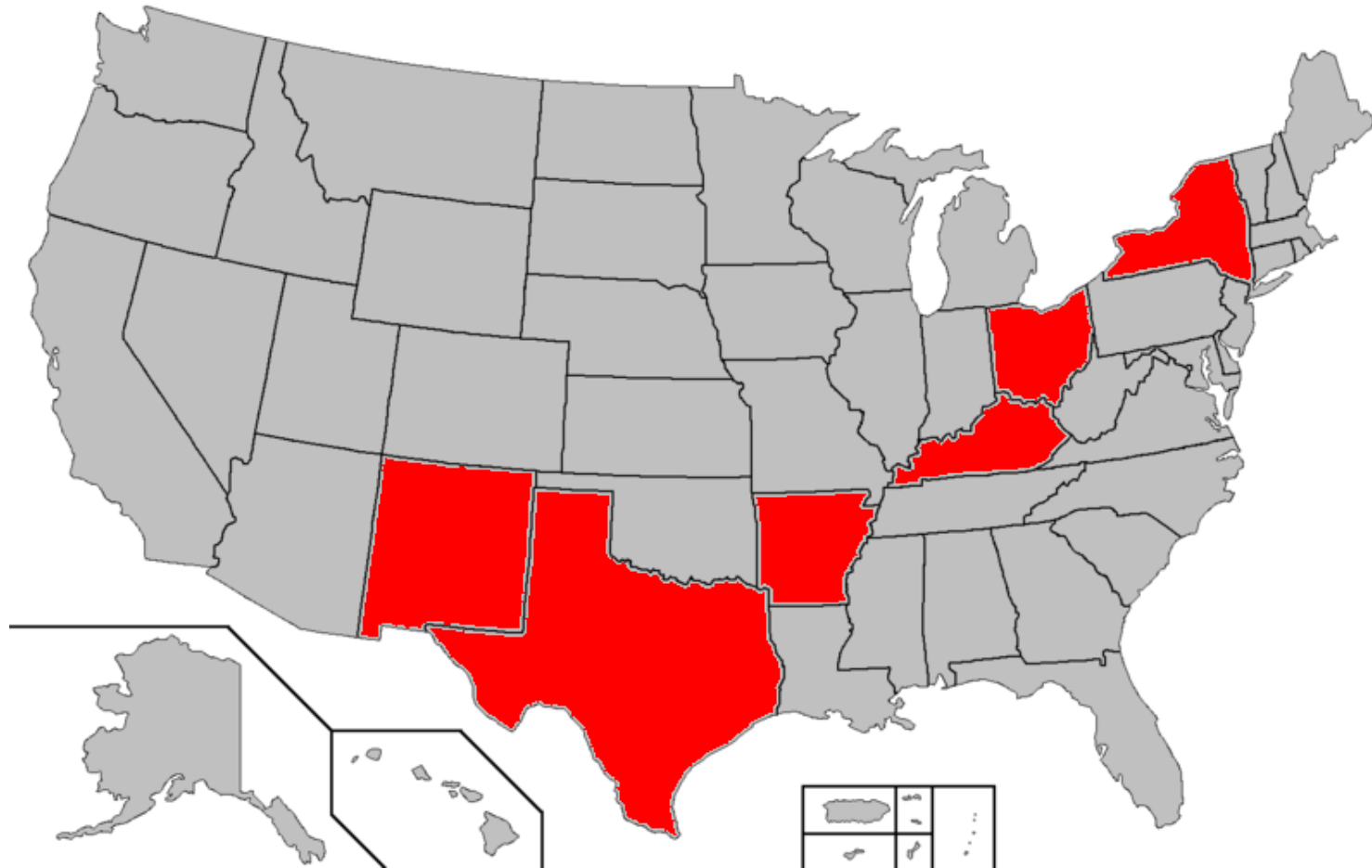
## Cardinal Health's position

We are committed to helping fight prescription drug abuse and doing our part as a responsible participant in the drug supply chain. We want to ensure that legitimate patients receive critical medicines while at the same time helping prevent those medicines from falling in the wrong hands.

## Our goal

Maximize and leverage GenerationRx program across employee population, customers/suppliers, associations, legislative entities, academia, non-profit and general public making Cardinal Health the leading corporation helping to curb the issue of prescription drug misuse and abuse.

# It's everywhere... and we are everywhere



# Mexicali, Mexico





# What have we accomplished

## Four toolkits

- Preventing the Abuse of Prescription Medications (general public)
- Youth (middle- and high-school students)
- Senior citizen / caregiver / best use
- Collegiate toolkit

## Medication Disposal Day Guidelines

- Since 2009, bi-annual medication disposal days have collected a total of **2 million lbs.** of unused and expired medications

## GenerationRx Lab at the Center of Science and Industry (COSI)

- 1,527 COSI visitors in 161 programs (since March 2012)
- ages 7-12 most common



# What else and who else?

- **Health professionals and students of pharmacy:** GenerationRx Champions Awards/ GenerationRx Excellence Award
- **Business partners:** Retail independent pharmacies, chain drug stores, suppliers, hospitals and health systems
- **Non-profit organizations (grassroots):** Albuquerque, NM; Central Ohio, El Paso, TX; LaVergne, TN; Little Rock, AR; McGaw Park, IL; Radcliff, KY; Puerto Rico; universities and colleges across the U.S.
- **Academia:** Universities and colleges across the U.S.
- **Non-profit organizations (national partnerships):** National Consumers League, The Partnership at Drugfree.org, American Pharmacists Association, National Community Pharmacists Association, Youth to Youth International, National Alliance of State Pharmacists Associations
- **Government:** Public-private partnerships to develop community-level, multi-faceted interventions that include law enforcement, the judicial system, treatment and education
- **Cardinal Health employees**



# Youth to Youth International's "The pHarming Effects"



## Don't Get Me Started video - Angie

<http://link.delvenetworks.com/media/?mediaId=f52bbb8e305e4174945cb1e639d287e1&width=480&height=321&playerForm=LVPPlayer>

## Don't Get Me Started video - Tasha

[http://link.delvenetworks.com/media/?  
mediaId=d600a52410c24acb8a92af204d00  
7a80&width=480&height=321&playerForm=  
LVPPlayer](http://link.delvenetworks.com/media/?mediaId=d600a52410c24acb8a92af204d007a80&width=480&height=321&playerForm=LVPPlayer)

# The Partnership at Drugfree.org



**Who knew Grandma kept a stash!**

Talk to your kids about prescription drug abuse  
Learn how at [www.drugfreenj.org](http://www.drugfreenj.org)

Partnership for a Drug-Free New Jersey  
Governor's Council on Alcoholism and Drug Abuse  
and the NJ Dept. of Human Services

DRUG ENFORCEMENT ADMINISTRATION  
NEW JERSEY DIVISION

Jason's Message!

# The Medicine Abuse Project



[www.medicineabuseproject.org](http://www.medicineabuseproject.org)

# American Pharmacists Association (APhA)

## 2011

Idaho State University College of Pharmacy  
The Ohio State University College of Pharmacy  
University of Florida College of Pharmacy  
University of Illinois at Chicago College of Pharmacy  
University of Minnesota College of Pharmacy



## 2012

D'Youville College School of Pharmacy  
Ohio Northern University College of Pharmacy  
Union University School of Pharmacy  
University of Kentucky College of Pharmacy  
University of Minnesota College of Pharmacy

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# D'Youville College of Pharmacy

<http://www.youtube.com/watch?v=iSQQu1VdZyg&feature=fvsrc>

# Partnerships of all kinds...



# GenRx outreach

- Number of schools: **54**
- Number of presentations conducted: **397**
- Number of non-presentations (activities/events/projects) conducted: **346**
- Number of individuals that attended presentation(s)/event(s): **87,232**
- Number of individuals reached through education: **148,535**
- Number of individuals reached through public relations initiatives: **1,779,724**

*\*2011-2012 school year*

- Total number of individuals that attended presentation(s)/event(s): **103,553**
- Total number of individuals reached through education: **159,640**
- Total number of individuals reached through public relations initiatives: **1,980,532**

*\*Since 2010*

## Why we're unique

- Pilot... test... spread
- Local... state... national... international
- Investments vs. grants
- Multi-faceted / multi-stakeholder approach
- We care about outcomes! (the “so what”)

# Tips and tricks

- Alignment is critical – synergies
- Collaboration is key – don't operate in silos
- Leadership buy-in; identify your champion(s)
- Leverage – think outside the proverbial box
- Define metrics – how will you measure your success?
- Don't rule anyone out – unlikely partnerships are the best partnerships (be open)
- Don't try to boil the ocean; be planful in stages and phases
- Respect the mission and be willing to admit when it's not a fit
- Invest. The. Time. (3 cups of coffee...)

# What's next for GenRx?

- Elementary-age toolkit coming December 2012/January 2013; focused on K-5<sup>th</sup> grade education, awareness and prevention; will be extremely interactive
- Toolkit focused on healthcare providers, specifically OB's and nurses tending to pregnant mothers; Neonatal Abstinence Syndrome (NAS) is a drug-dependent condition newborns can face when mothers abuse opiates while pregnant and it's on the rise
- Potential partnership in Ohio to develop workplace prevention program



# The Challenge



**GenerationRx**  
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[cardinalhealth.com/GenerationRx](http://cardinalhealth.com/GenerationRx)

**Call to action**

# Change the Conversation

# GenerationRx

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